



accidents don't have to happen

# Driver behaviour, psychology and implementing a behavioural based driver safety programme

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The Royal Society for the Prevention of Accidents



# The business case



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# The black cloud syndrome



Overworked

Under loved

Under paid



# Behavioural safety



The safe pair of hands INSIDE  
the safety gloves



# Behavioural safety



The head INSIDE the hardhat



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# Behavioural safety



We can all fine tune our behavioural  
The Line Manager in tune with  
Safety skill set  
his drivers

It's about observation..

Intervention..

Communication..



## Here's a short story...



- Delivery driver
- Same day deliveries
- Van leaving late
- Disillusioned & pressured
- Clean driving licence
- Telemetry reports
- Harsh speed & braking events
- Poor MPG
- Driver training?
- Performed well
- Next day, back to square one
- Where's the real problem?



# Introducing new ways of thinking

## ● Goals for Driver Education (GDE Matrix)

- CIECA – International Commission for Driver Testing
- Hermes report
- What were you taught when you learnt to drive?
- What do you learn after you passed your test?



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# GDE Matrix

Level	Knowledge and skills	Risk increasing factors	Self evaluation
<b>4. Life and living</b>	Lifestyle Motives Values	Attitude Alcohol/drugs Sensation seek	Impulse control Risk aware
<b>3. Context of trip</b>	Route choice Peer pressure Obligations	Human factors Driving environment	Planning Self awareness
<b>2. Traffic situations</b>	Rules Procedures	Lack of awareness Violations	Driving style Space Self criticism
<b>1. Vehicle control</b>	Control of direction and position	Skill Speed Road conditions	Driving skill

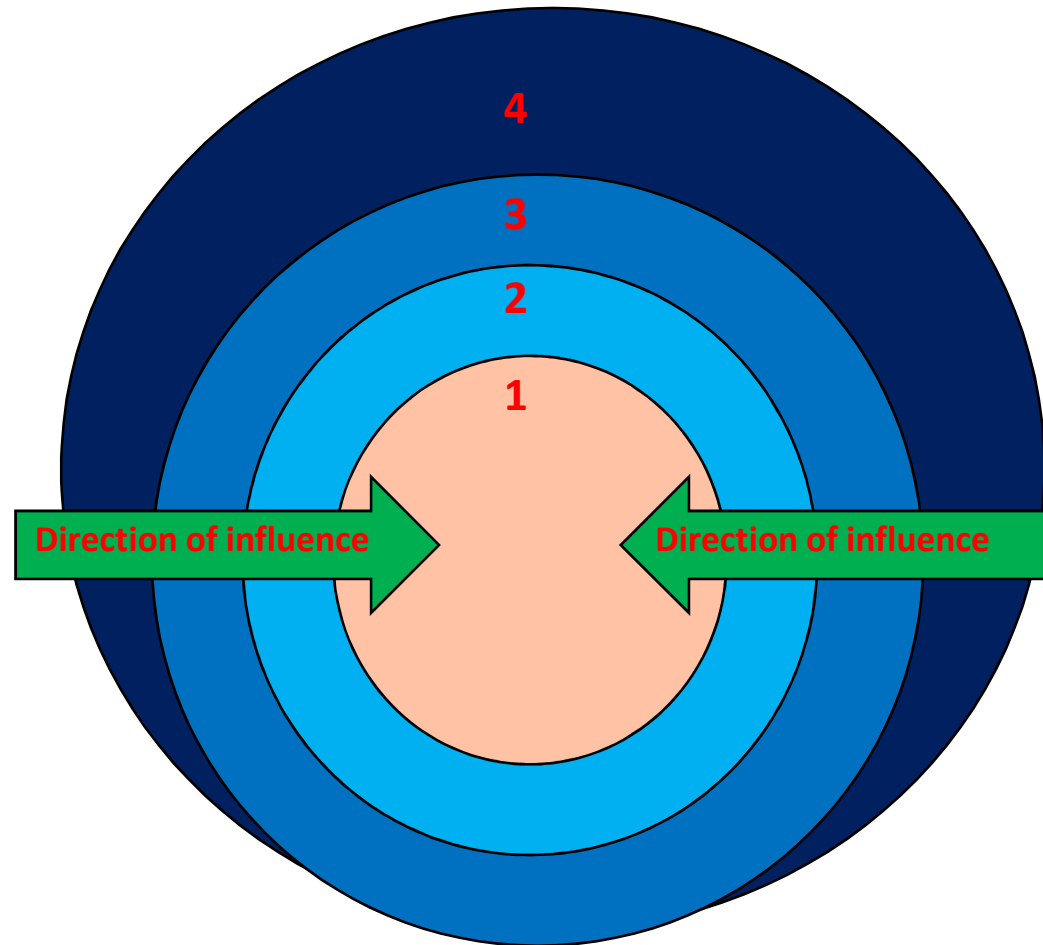


# Arrows of influence

- 4 – Disillusioned and stressed
- 3 – Same day deliveries
- 2 – Speeding and late braking
- 1 – Clean driving licence

## GDE

- 4 – Life and living
- 3 – Context of trip
- 2 – Traffic situations
- 1 – Vehicle control



# The most important level

Level	Knowledge and skills	Risk increasing factors	Self evaluation
<b>5. Organisational</b>	<i>Logistics Culture</i>	<i>Planning Reacting</i>	<i>Awareness Responsibility</i>
<b>4. Life and living</b>	Lifestyle Motives Values	Attitude Alcohol/drugs Sensation seek	Impulse control Risk aware
<b>3. Context of trip</b>	Route choice Peer pressure Obligations	Human factors Driving environment	Planning Self awareness
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# Understanding young drivers...

Differentiate conflicting thoughts

Invulnerability

Thrill seeking

Risk taking

Impulsive behaviour

Emotions



Brake rules

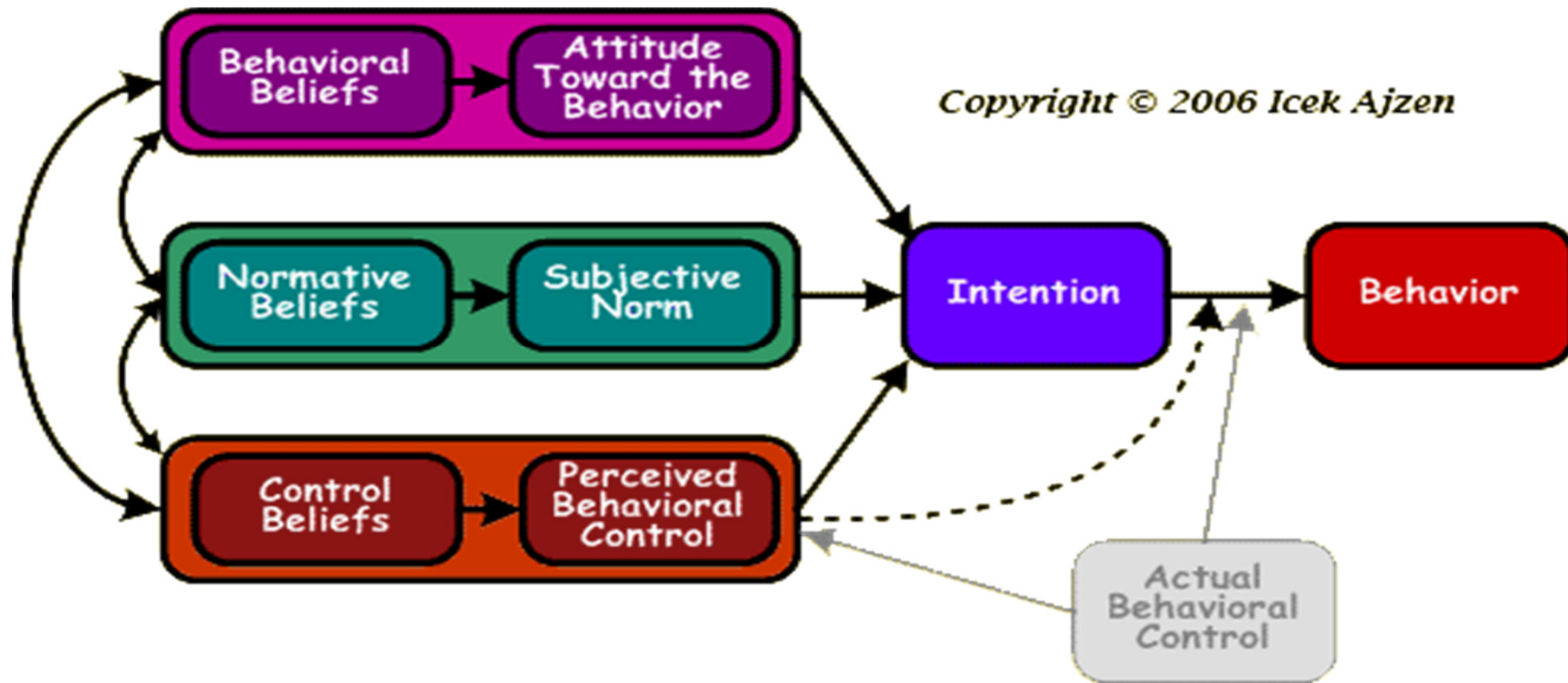
PFC- Prefrontal Cortex



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# The theory of planned behaviour (TPB Model)

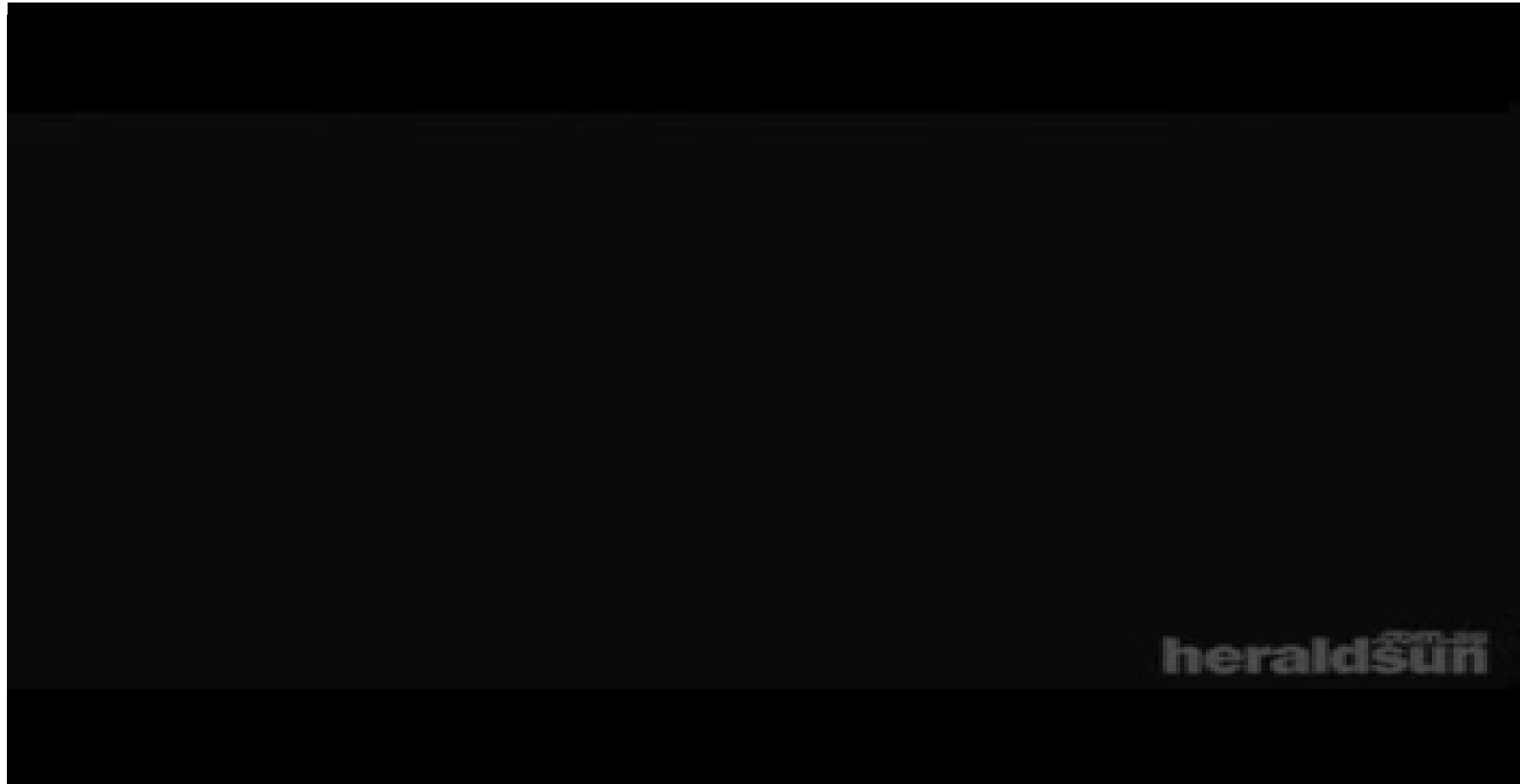


# Normative beliefs...



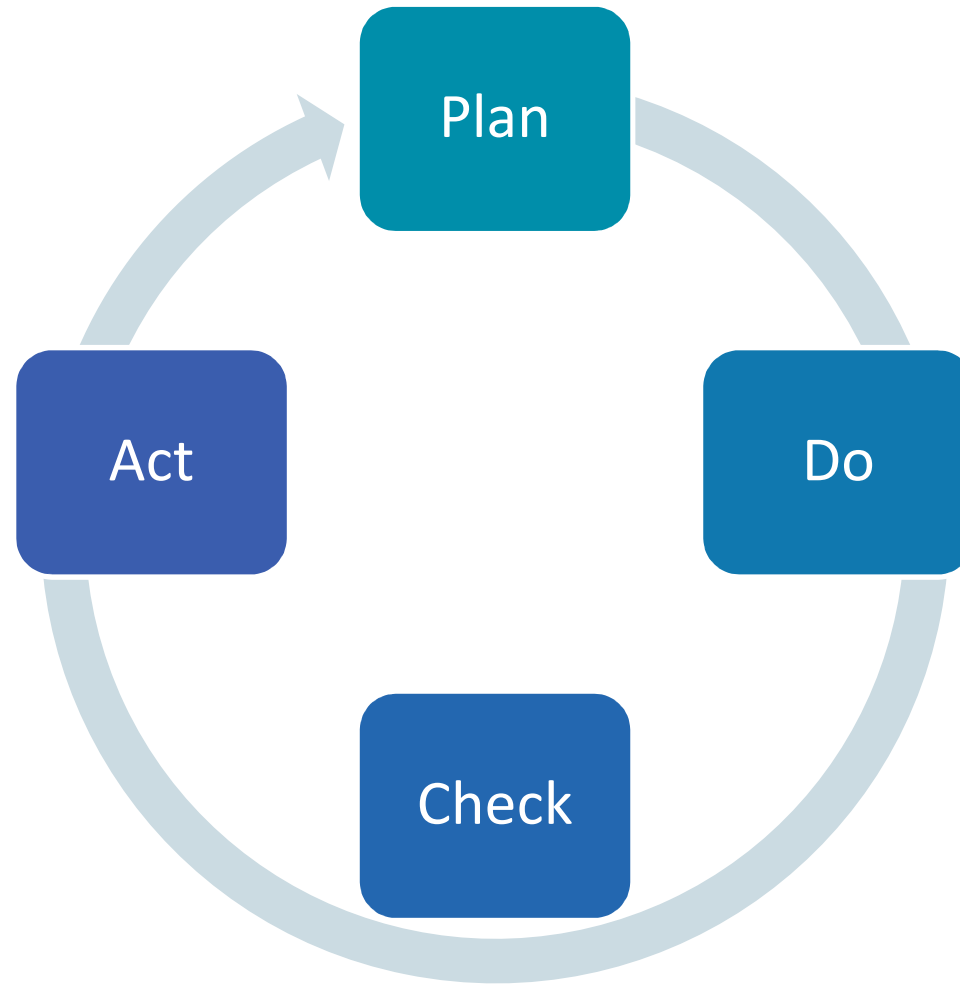
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# Subjective norms...



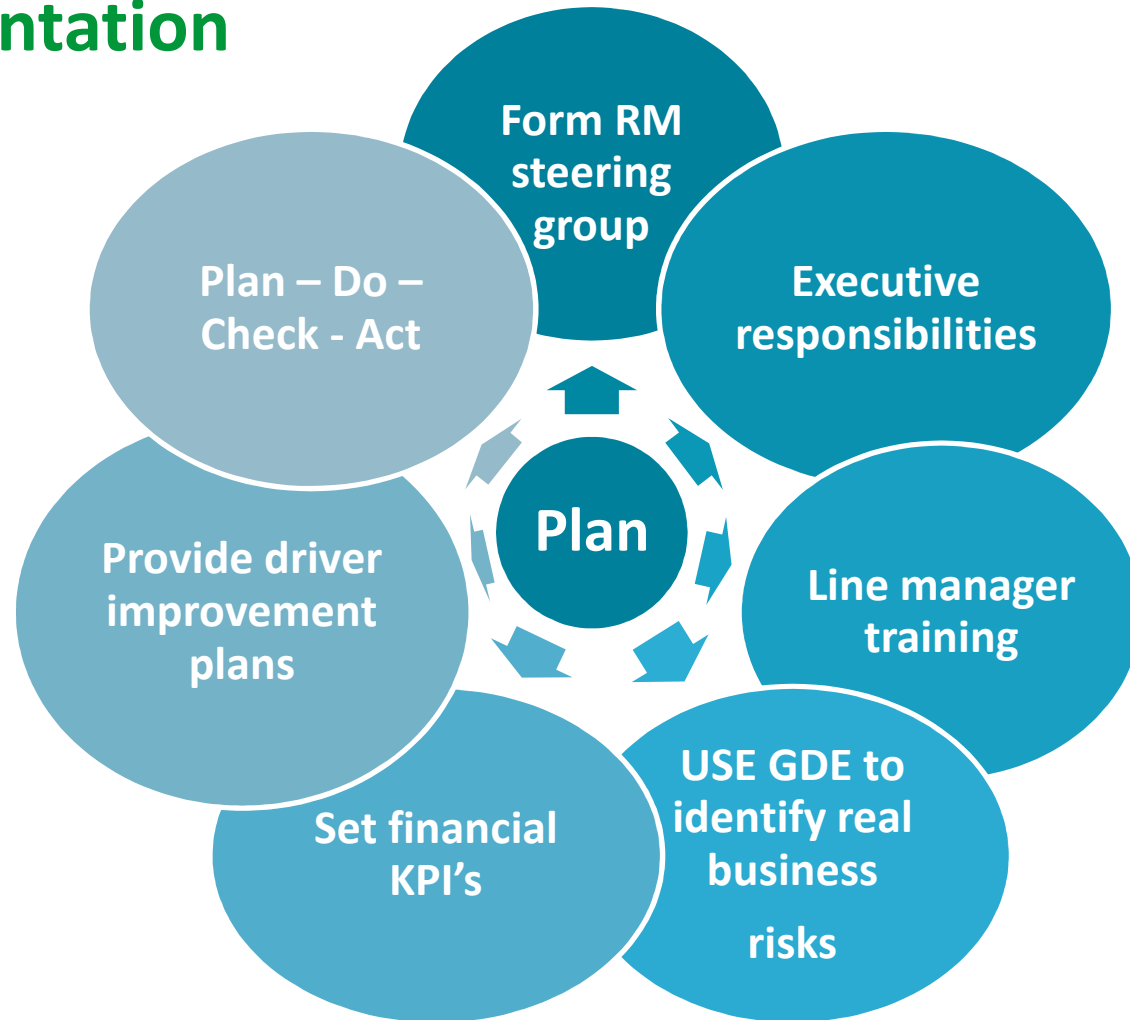
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# PDCA continual framework

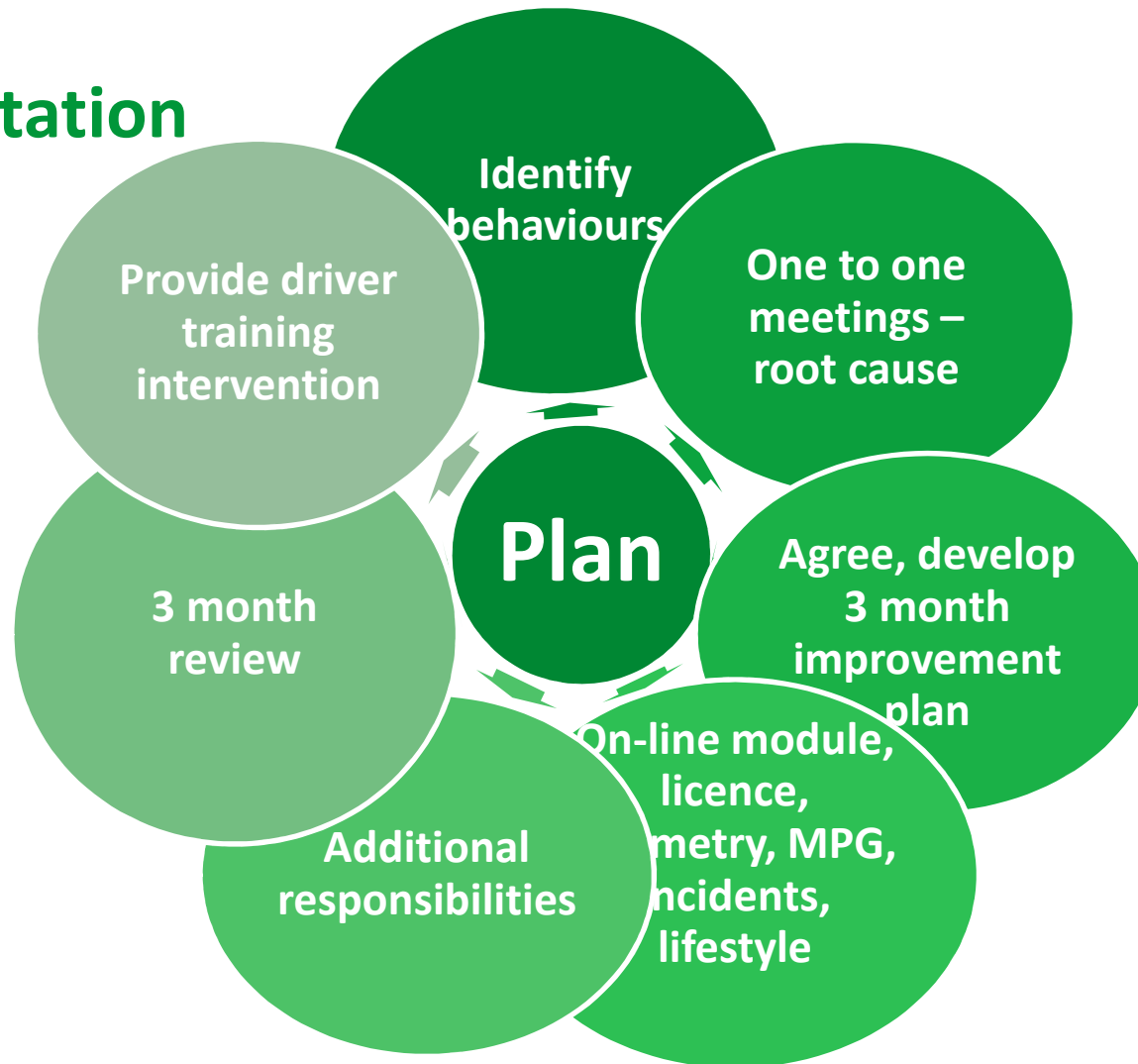




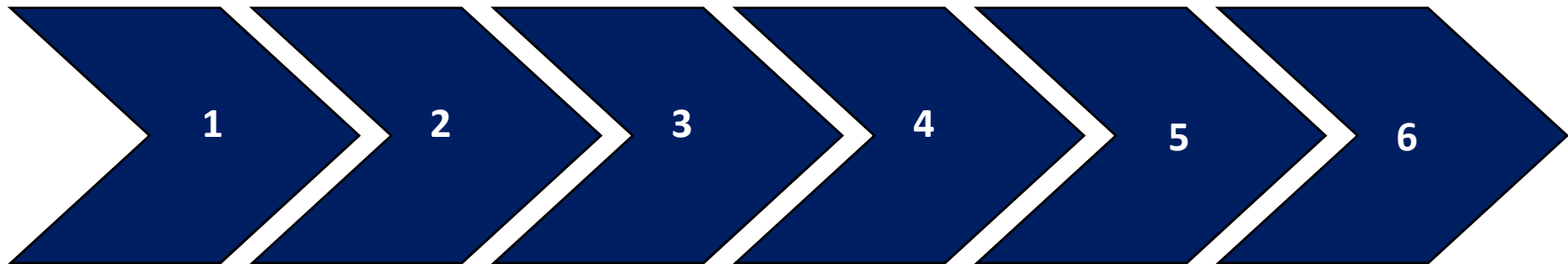
# Management implementation



# Driver implementation



## Top tips



Plan road safety management reviews at least every 6 months to ensure continuing suitability, adequacy and effectiveness of your procedures. Have your systems audited by a third party for an unbiased review





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